

85-2520/19

DEC 17 1985

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MEMORANDUM FOR: Director of Central Intelligence

VIA: Deputy Director of Central Intelligence  
Executive Director  
Deputy Director for Administration

FROM: Robert W. Magee  
Director of Personnel

SUBJECT: Combined Federal Campaign (CFC)

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1. I am pleased to report to you that the Agency has exceeded its CFC goal of \$396,000, having collected to date \$402,926. Several hundred pledge cards are yet to be tallied, and this amount will thus increase somewhat. We also increased employee participation from [redacted] this year, a 25% increase. Unfortunately, an overall [redacted] participation rate is not satisfactory for an Agency such as CIA. As you will recall, many other Federal agencies' degree of participation has been much higher.

2. We have learned much from this year's campaign, and we intend to implement some changes for next year to increase the overall participation. Among these are a greater degree of management participation, a more aggressive public relations effort, and some form of competitive recognition such as raffles, or the like.

3. Regarding our specific CIA fund drive for the Public Service Aid Society (PSAS) and Educational Aid Fund (EAF), we continued to do well this year. To date, \$59,088 has been donated to the EAF, 18% more than last year, and \$33,809 has been given to PSAS, 10% above a year ago. It is clear that these two Agency campaigns can be counted as successes and are further proof of the commitment of Agency employees to our in-house charitable organizations.

4. As you know, we were very hopeful that the appeal to the overseas stations to participate in this year's campaign would be well received. Unfortunately, and unexplainably, this did not happen. So far, we have only received \$740 for CFC, plus \$230 for EAF and \$815 for PSAS. I think there are a number of things we can do to increase participation by our overseas employees and intend to put some increased special focus on that area next year.

5. In summary, I look back upon this campaign with mixed emotions. We met the CFC goal, and participation was up significantly over the previous year based in part on a more aggressive kickoff with Trumble and Core and your memorandums to the Deputy Directors encouraging support to the campaign. On the other hand, I am convinced that next year we can exceed this year's accomplishment.

**Robert W. Magee**

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